

## Please let us get to know you better

As an exclusive member of the Benson & Hedges Privileges Club™ we would like your opinion of the mailings you've received from us. Please take a few minutes to answer the following questions and return the postage-paid questionnaire to us.

Mr. John Extralongname  
The Extralongname Company  
Suite 11A, 5th Floor  
1234 Main Street  
Hometown, New York 99999

1. Overall what do you think about the Benson & Hedges Privileges Club™? (Please check one)

☐ The club is great! I like hearing from Benson & Hedges.  
☐ The club does not interest me.  
☐ Other comments \_\_\_\_\_

2. Please think back on all the mailings and items you may have received from the Benson & Hedges Privileges Club. Place a check mark in the appropriate column that best describes your opinion of each item.

|                           | Liked Very Much          | Liked Somewhat           | Disliked                 |
|---------------------------|--------------------------|--------------------------|--------------------------|
| Quality Choice Collection | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Deluxe Pen                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Hilton Gift Certificate   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Members Service Guide     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Privileges Club Magazine  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Travel Newsletter         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Travel Sweepstakes        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

3. Did you order any items from the Quality Choices™ catalog?

☐ Yes—Continue.    ☐ No—Skip to Question 5.

4. Were you satisfied with the quality and service you received?

☐ Yes    ☐ No. Why not? \_\_\_\_\_

- 4a. Did you find the prices of items reasonable?    ☐ Yes    ☐ No

5. "I didn't order from the catalog because..." (Check all that apply)

☐ It didn't have things I like.    ☐ I don't like ordering items by mail or phone.  
☐ The items were too expensive; prices were not reasonable.    ☐ I like to see things before I buy them.

6. What kinds of items would you like to see in our catalog?

☐ Men's clothing    ☐ Household items    ☐ Gardening tools  
☐ Electronics    ☐ Sporting goods    ☐ Women's clothing  
☐ Luxury items    ☐ Specialty items like gourmet foods, wine, chocolates    ☐ Other: What? \_\_\_\_\_

7. Have you ordered any merchandise or service by mail or phone in the last 12 months?

☐ Yes    ☐ No

8. Do you have a valid passport now, or have you had one in the past?    ☐ Yes    ☐ No

9. In the past 12 months, have you taken any...? (Check all that apply)

☐ Business trips within the U.S.    ☐ Vacations within the U.S.  
☐ Business trips outside the U.S.    ☐ Vacations outside the U.S.

10. Do you know of some item or event that would be of special interest in our travel brochure?

Thank you for filling out this questionnaire.



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